



R.C.A. INSTITUTES.

INC.
formerly
MARCONI INSTITUTE
Founded 1909



Lesson 49

RADIO RETAILING - SALESMANSHIP

Many and varied questions are asked by those engaged in the radio business, and by those who desire a business of their own. Largely these questions are: How much money is required? What stock or merchandise should I carry? How should I advertise? Is radio servicing as a side-line profitable? Grouping all of these questions together results in the one question, "How should I conduct a radio business to make it profitable?"

1. Establishing your own business. This is seemingly a stumbling block to a great number of ambitious young men because of lack of sufficient funds to get the business started. As a matter of fact a "fortune" is by no means necessary.

Your very first step should be in ascertaining the actual need of a radio business (or another radio business) in your community, or in some community in which you think the business may be profitable. This is not a hard thing to do. In so many instances a new store in a community, large or small, is successful, whereas an older established business may not be successful. The new man is successful chiefly because of three reasons. They are, (1) he knows radio; (2) he knows how to merchandise his goods and conduct his store; (3) he knows what apparatus will render the most satisfactory service.

There is a town of fifteen thousand inhabitants in the northern part of New Jersey that supports three radio stores. A friend of mine in this town owns a five tube tuned radio frequency receiver which recently became inoperative. He does not know the first thing about a radio set other than to turn it on and off, and tune it. He obtained the "expert" services of the three radio dealers, each attempting to put his set in operation; first one dealer and then the next. After ten days of "fussing" and "fuming" he wrote to me for help. I drove to his home the following Sunday and in thirty minutes had his set in perfect operation. He had a partially grounded antenna, a poor ground connection, two loose internal soldered connections, and a poor "A" battery connection due to sulphation forming on the battery terminals. This is merely an example, but think of what a real "live wire" could do in this town if he really knew radio. He would get the business because he would soon have a reputation and the confidence of the citizens.

There are thousands of towns that are in the same class as this New Jersey community as regards radio establishments. You undoubtedly know radio dealers who can and do sell receivers and accessories but who are lacking in radio knowledge. They know a vacuum tube from a transformer but they do not know radio; in so many instances they cannot talk intelligently on the "whys" and "wherefors" of the subject. If the radio dealer or

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dealers in your community are not radio men - if they do not really know radio - then you have a most favorable outlook. If they do know radio your opportunity is good providing you know more about it than the other fellow and you conduct your business on a sound business basis.

2. How much capital is required? This subject has been discussed "pro" and "con" and at length. Some actual capital is required yet I have known many young men who have established themselves in business with no capital of their own. If you have a reputation of being honest and upright, and the outlook for the business is favorable in your community, or in the community in which you are desirous of locating the business, you can solicit financial aid from your bank, or from anyone who is in a position, financially, to help you. The radio jobber from whom you contemplate securing your merchandise will also help you by extending credit until you are in a position to pay for goods within thirty days after receiving them. The jobber wants as many outlets for his merchandise as he can secure and you can interest him in your proposition which, if sound, will warrant his attention and assistance. Fifteen hundred dollars in actual cash is ample to start a radio enterprise in a more or less small community.

3. How large should my store be and where should it be located? A store should be large enough to make a proper display of your merchandise and to enable you to favorably demonstrate the various appliances that you carry in stock. It should be located convenient to prospective customers. It should not by any means be a two by four or a "hole in the wall" establishment. There is much truth in the statement that "to be successful you have to appear successful". You observe that condition all around you - your successful merchants, lawyers, and doctors are examples.

A radio store fifteen feet in width and thirty-five feet in length is quite commodious and provides ample space for display and demonstration, counters and shelves. A few feet more or less in width and length will make no material difference. In addition to the store itself a space approximately fifteen feet square should be provided in the rear of the store to be used exclusively as a work shop, wherein various repairs can be made.

It is desirable to have window display space of approximately five feet in depth.

The store should be so located as to be readily accessible and convenient. The cost of rent may prohibit a location on "Main Street", yet it should not be situated on an unfrequented street. If there are other radio stores in the town locate your store near them, or near the post-office. A street sign should be conspicuously displayed so that it may be seen readily. It should be illuminated at night. Your display window should also be illuminated at night. This is a very good means of perpetually advertising your business.

4. What merchandise should I carry? First of all stock only merchandise that is backed by the manufacturers reputation and that is nationally advertised. There are many good lines of equipment and several are well known to almost every one because they are nationally advertised; that is,

they are advertised in the leading magazines and papers throughout the United States. Keep away from the practically unknown apparatus. There are many manufacturers of all kinds of "dynes" and "flexes"; they are supposed to and do give big discounts to dealers but, in the case of many of them, their sets should rightly be called "fraud-o-dynes" and "grief-flexes". Let your motto be "instruments with a reputation".

The wealth of the citizens in your town should be your guide in the selection of merchandise. If the greater majority of them have small incomes you should not stock your store with costly apparatus. If, on the other hand, you know there is "money" in your town you can carry the more expensive sets. You may gauge this by the ratio of automobiles to inhabitants. Any one who owns an automobile can own a radio. If the greater number of people drive inexpensive cars they will not want to buy expensive receiving sets. If the inhabitants are classed as "poor", "fairly well to do", "quite well to do" and "wealthy", you should stock apparatus which sells at various prices. Bear this in mind: There is a radio for every purse. Every home should have a radio.

To cover a desirable "selling cost" price range it is often necessary for the successful radio dealer in smaller communities to carry the products of two different manufacturers. Some manufacturing organizations do not produce a receiver low enough in cost to enable the dealer to profitably carry only one product, whereas other organizations manufacture only low priced instruments.

Considerable money has been made by dealers in the sale of radio parts. Home construction is waning to a very marked degree chiefly because it cost practically as much to construct a set as it does to buy a factory job, and in most instances the "home-made" set is inferior to the factory product. For this reason the dealer should not stock an over supply of parts. To "round out" his merchandise and have a stock of salable radio equipment on hand the dealer should carry a limited quantity of stable parts such as transformers, sockets, rheostats, jacks, condensers and panels.

A complete line of vacuum tubes should be carried in stock, as well as "A", "B" and "C" batteries, chargers and eliminating devices. These should be standard and well known accessories. Avoid unknown products that give you a big profit and which may discourage future sales to your customers. There are only a very few real good batteries - keep away from batteries that do not have a good reputation.

Many radio dealers, especially those in smaller communities, carry electrical appliances. Items such as bulbs, flat-irons, foot-pads, toasters, and other smaller goods may be handled as a side line. This part of the business, in many instances, grows to be very profitable and therefore justifies a more completely equipped electrical department to include the sale of washing machines, vacuum cleaners, heating devices and stoves, and so on. The expansion of any business is entirely dependent upon the dealer and the reputation he builds up. The public wants to buy with confidence.

5. Where may I obtain radio merchandise? The products of the larger manufacturers reach the retailer via distributors, or wholesale houses. These distributors or wholesalers are sometimes known as "jobbers". It would entail an endless amount of routine for the manufacturer to sell direct to each dealer, hence, the necessity of the distributor. The manufacturer has, perhaps, a few hundred jobbers located advantageously throughout the country. Each jobber may serve several hundred retailers. In many instances the radio jobber carries a complete line of standard electrical appliances.

If you are desirous of merchandising a certain radio receiver, write to the manufacturer direct and ask for the name of his distributor in your community. When this information is obtained you can then arrange to see the manager of the distributing company for full details. He will have more or less knowledge of the opportunity and outlook for a business in the community in which you contemplate establishing it. If he informs you that he thinks there are a sufficient number of dealers in your town do not hesitate to tell him why you know that you can make a "go" of it. Don't hesitate to take the bull by the horns when placing your proposition before anyone. You will have given time and thought to the possibilities of making a success of the business plus the fact that you have already surveyed the existing establishments; in other words you will know what you are talking about when you make the move to actually get started.

6. Radio Servicing. Here is a field that can be made highly profitable, but only if the dealer and his service man really know radio. Many dealers lose out on this feature because they lack a real knowledge of radio and, of course, cannot render efficient and satisfactory service. They do not get the reputation of "knowing their stuff" when it comes to placing a defective set in "A1" condition.

All types of receivers regardless of their cost or model or type, are capable of becoming inoperative. A radio set is a piece of machinery to some extent and the best of them develop occasional aches and pains. The trouble may be slight, due perhaps to a poor tube or loose connection, but nevertheless it will require attention and the average owner does not know what to do when something of this nature goes wrong. There will always be a demand for service.

The cost of servicing a radio should be based on the "time factor" involved. An hourly charge should be made on a job that requires considerable time. There should be a minimum charge of so much for each job undertaken even if the work involves only the replacement of a tube. Just what the customer should be charged depends entirely upon local conditions; that is, your rent, salaries and general over-head. In some localities the hourly charge is \$1.00, whereas in others it is \$2.50. The minimum charge varies from one dollar to two dollars.

It would appear to be ridiculous to charge a customer \$1.50 for merely substituting a good tube for a poor one. In case that proved to be the only trouble the service man could check over the set in general, test the batteries, and examine the aerial and ground. The thought here is that you want to really do something for the charge - you cannot do it

for nothing, even though the only trouble may be a poor tube, because if you do not make a charge you will be swamped with "charity calls" - your time is money - don't forget that.

7. Cash and time payments. There is no questioning the fact that "installment purchasing" has been a great boon to American business. It has given the poorer class an opportunity to possess the nicer things in life. Today practically anything may be purchased on the installment plan. It is not considered good business practice for the dealer, personally, to extend credit. Finance companies take over and handle the collections after the dealer makes the sale and secures the "down payment". This relieves the dealer of the risk involved in extending credit and also relieves him of the many necessary book-keeping details.

More business is done on the installment purchasing plan than on a cash basis. Sales under \$25 are usually on a strictly cash basis. The dealer may secure full and complete particulars from the distributor, or from the manufacturer, concerning installment sales.

8. Business and store conduct. This subject of business and store conduct is perhaps the one most frequently neglected. So often the successful store owner neglects these little things that are so important to his future success. The little things are the big things.

The store should always be kept clean - spick and span - and the salesman should always be neatly dressed. Courtesy, politeness - a pleasant greeting - are the BIG little things. There is a class of people who will buy in any store regardless of the store's appearance in general. On the other hand there is the class of people who only patronize the well-appointed store. The former class will also patronize the well-appointed store. Maintain your store in such a manner as to make it attractive to all classes.

Consider your establishment as a business house - and not a "hangout for the boys".

9. Advertising: Dr. Poffenberger, in his book, "Psychology in Advertising", states; "The aim of advertising is the prediction and control of human behavior in a specialized field of activity; namely, the purchase of goods". Your advertising is just what we know it to be, - bringing to the attention of as many potential buyers as possible the fact that you carry a highly desirable line of apparatus, and that you render real service.

It has been conservatively estimated that not more than four per. cent of the gross income of a retail merchant should be spent in advertising.

10. How to secure more business: Bearing in mind that you carry only reliable and nationally advertised products, and that your store is conveniently situated and well-appointed, you will find there are ways to secure business other than merely advertising in your town and county papers. Here is a list of ways to secure prospects suggested by one of the largest radio manufacturers:

(a) Radio and Service Customers: One of the major principles of merchandising is to "Keep the old customers sold". Keep a list of every Radio

owner to whom you have sold. If you know owners who bought from competing dealers, list them too. Sets grow old, many models now in use are practically obsolete - owners will be in the market for new sets, particularly battery-set owners who want complete AC operation. All these people are customers, but that does not mean they will buy from you next time. Keep them "sold" - show them attention and let them know you value their business. Then, when they are in the market for new sets, accessories and service, they will be more apt to come to you. Permanent success is built on holding old customers and adding new ones to them.

(b) Radio Census by High School Students: Among the best and foremost methods of building a prospect list is house - to - house census work, and it is not expensive. High School students, boys or girls, will make ideal census takers in your community, and they work for little money; usually two to three cents a name. Do not confine the census taking to the "high class" neighborhoods. The prosperous middle class districts, which form the backbone of the United States, are the most fruitful fields today. The average student, working after school hours, will turn in 30 to 40 calls per day. Supply each student with a number of "Radio Census Report" cards similar to the one shown below. When it has been filled out it will give you the information you want. Does the prospect own a radio? Is it battery or AC operated? What make? Is the prospect thinking of buying a new set? Does the set he is now using need service? Does the

RADIO CENSUS REPORT			
Name		Taken by	
Address		Date	
City and State			
Does party have Radio Set?		What make?	
Yes No			
Is it a Battery Set or AC?		Does party need set service?	
.....			
What type of Radio entertainment does party prefer?			
.....			
Remarks:			
.....			
.....			
.....			
.....			

prospect have friends who are thinking of buying a set?

The school superintendent or high school principal will suggest capable students for this work.

(c) Registration List for Specified Makes of Automobiles: No finer list of radio prospects can be built than through utilization of the automobile list of specified makes of cars. These lists are already compiled for your town, and they can be purchased at a reasonable rate. They should, however, be checked very carefully by your postmaster. (See paragraph "I" for details of how to do this). Any strata of buying power you select

can be had from automobile registrations. If you want to push the sale of high-priced radio sets, you can select a list of fine car owners. If you want to reach the substantial medium classed market, the people who live in good neighborhoods and who largely own their own homes, select the owners of Buicks, Chryslers, Studebakers, and similar cars. If you wish to reach the slightly lower price class, list the Ford and Chevrolet owners.

From these registrations you can pick your names by neighborhoods, and your own local information of your city.

(d) R.F.D. Routes for Small Town Dealers: One of the greatest markets in the United States today is the rural district market. It invites the small town dealer to cultivate it. Here are people who are naturally better prospects than town residents. They appreciate the delights of radio entertainments more because they do not have the counter attractions to take their time. The rural mail carriers will be glad of the opportunity to make a little extra money by putting your advertising circular in each mail box. You can get the exact number of circulars printed by consulting the mail carriers. Small town dealers will find that it will pay, and pay BIG, to cultivate this market. Why leave it so largely with the mail order houses? Rural residents will trade with a home dealer, if sufficiently urged.

(e) City and Telephone Directory: In some city directories, the practice prevails of classifying all residents according to streets and numbers in the back of the book. In such case, the selection of names for a prospect list is implied. This list should not be accepted on its face value because of likely changes in address. The list can be made accurate by using the services of your local postmaster. (Refer to paragraph "I").

(f) Clubs, Societies, Churches: Chamber of Commerce, civic clubs like Rotary and Kiwanis; lodges like Masons, Odd-Fellows, Elks, K. of C., and many churches have printed names of members which are usually easy to obtain.

And by all means do not overlook women's clubs and organizations. If they do not carry printed membership lists, arrangements can be made with secretaries or members to copy the names.

The advantage of these names on your prospect list is that you are reaching the "Key" people; those who lift their heads above the average level and whose spoken word and example will influence other people. Do not list men's names by their business addresses, however. If you do your little mailed advertisements are likely to reach the waste basket. If you have a man's business address you can somehow or other get this home address. It is better to mail your circular to the wife, rather than to the husband.

Go after special business groups who can and do use the more expensive radio sets as a help in their business. Such groups are: Hotels, Clubs, restaurants, soda parlors and drug store. Interest the doctors and dentists in a radio for their waiting rooms.

(g) Voter's Registration Lists: Town and County Voting lists are usually printed for the authorities and, generally, can be easily obtained. Take the matter up with your alderman, councilman, committeeman, or any friend who is active in politics.

Voting lists are classified in precincts, or wards. This enables you to select exactly the districts you want to circularize. Your familiarity with your territory informs you which districts have the buying power to furnish good prospects. But again, remember that AVERAGE earning power makes GOOD radio prospects. You want to go after ALL the buyers you can. In this connection, remember that voting lists are not entirely comprehensive secures, due to the fact that many people do not register, yet they are radio buyers. Therefore voting lists should not be used as the only source of prospect names.

Women voters make good prospect lists. The fact that they register indicates they have the initiative to make their own decision to buy after a salesman presents his proposition. When several members of the family are registered, select the name of one; preferably the mother or wife.

(h) Miscellaneous Sources of Names: Excellent prospects are those suggested by your own satisfied customers. It amounts to almost a personal introduction if you give one of your customers as a reference. One successful dealer has his service man get the names of prospective buyers. His plan is this:

As your service man calls on regular customers have him ask for the names of a "few friends", or have him ask, "Does your neighbor own a radio?"

Service men have access to homes where salesmen often do not, hence theirs is a better opportunity for securing information. Get your names of prospects wherever you can, then check them over for accurate home address, list them and make them pay you. They will if you will make an effort.

(i) Your Post Office will Check Lists for Accuracy: Accuracy is the first law of list building. The list must have the prospect's correct name, initials and address. Inaccuracy is, first of all, irritating to the prospect. Wrong initials and misspelled names on advertising has spoiled many sales, and sent buyers to competing dealers. In the second place, wrong addresses waste time - your time and your salesman's time. Therefore, it is a rigid necessity to check ALL your lists carefully and thoroughly, regardless of who compiled them. The telephone directory is reliable for this purpose but the very best method is to leave this work to your local postmaster. Post Office rulings require him to do it at your request at a charge of 65 cents per hour.

If your postmaster is not familiar with this ruling, refer him to Section 508, Order 3214, dated July 31, 1925, or to Postal Bulletin 14,555, dated December 25, 1927.

RADIO SERVICE

We Will Call At Your Home For

\$1.50

Test your Radio Tubes.

Test your "A" Battery.

Test your "B" Batteries or "B" Eliminator.

Test your "C" Batteries.

Test your loud speaker.

Fill your "A" Battery with distilled water.

Check your aerial.

Check your ground.

Test your lightning arrester.

Remove sulphation from "A" Battery terminals.

Prevent Last Minute Disappointments

JOIN OUR RADIO SERVICE CLUB

\$10.00 A YEAR

provides you with a monthly inspection of your radio, so that you can feel assured that your set is in good working order.

COURTEOUS AND ACCURATE SERVICE

WRITE

TELEPHONE

OR CALL

EAST HAVEN RADIO CO.											
RADIO SERVICE CLUB						No. _____					
M _____											
is entitled to one year's service on h _____ radio											
(make _____)											
from _____ to _____											
consisting of 12 monthly inspections or when called. For											
which the sum of \$10.00 has been paid.											
EAST HAVEN RADIO CO.						Telephone Beacon 813					
6 BRADLEY AVE., COR. TYLER ST.						EAST HAVEN, CONN.					
Signed _____											
1	2	3	4	5	6	7	8	9	10	11	12

Facsimile of Service Club Card

TRADE IN YOUR OLD SET FOR A NEW (name of set)

East Haven Radio Co.

We Specialize in Radio Service

TELEPHONE BEACON 813

6 BRADLEY AVE., COR. TYLER ST.

EAST HAVEN, CONN.

(j) Telling Your Story to the Prospect: You cannot personally call on all your list of prospects to tell them that you are in the radio business and that you want to serve the. Put them on you mailing list and send them a small advertising circular occasionally. The idea is to keep your name and business before the public - sooner or later your prospects will buy even if they have a radio now. You want the people to say, "That fellow Jones surely is a live-wire dealer", and that means MORE BUSINESS. The manufacturers of the equipment you sell can and will inform you from time to time on the preparation of small advertising circulars to send out.

One of our students had forms printed exactly like the one shown on the preceding page. He mailed them out several months ago and is still getting results from them. The set owner will usually place a notice of this kind "under the lid" in his radio cabinet for reference in case his radio requires an overhauling.

One of our Canadian graduates mailed a quantity of circulars like the one shown on the next page. The results he obtained were splendid.

11. Selling By Demonstration: You remember the old saying, "the proof of the pudding is in the eating." This applies to radio as it does to everything else. The proof of the customers desire to own a certain type of radio set is in its performance. Tell the customer that you want to demonstrate the set in his home. If he permits you to do this the set is as good as sold providing it is one that you know will give results.

Often the service man can make a sale. Have him demonstrate a new type of speaker when he is called upon to service a receiver, if he thinks the new speaker would improve the quality of reproduction, or if the set is battery operated have the service man suggest to the owner that he try out the type of battery eliminator his store carries. Usually the dealer allows the service man a commission of five to ten percent in addition to salary, on sales which he, the service man, secures; this commission will keep the service man on his toes and on the look-out for business.

ETHICS OF SERVICE

There is a phase of "service" aside from the actual installation and repair of radio sets, which too often is overlooked, but which when given proper attention in the training of a service force will measurably influence the success or failure of the organization. This phase of service though somewhat intangible and difficult of definition perhaps can be best summed up as the "Ethics of Service." The dictionary defines "Ethics" as the "Basic principles of right action". We might then consider the Ethics of Service to be the Basic principles of right action in service.

It is common knowledge that no chain is stronger than its weakest link. How fortunate that this is not strictly true in a business organization. Yet we do know that weak links weaken the organization as a whole. Then why not strengthen the whole organization through the strengthening of each link - the individual service man - by training him in the basic principles of right action - the Ethics of Service? Let us consider some of these basic principles which should be a part of each Radio Service

CALL Lancaster 9868
Oldest Radio store in Montreal

Right in the centre of the Commercial District

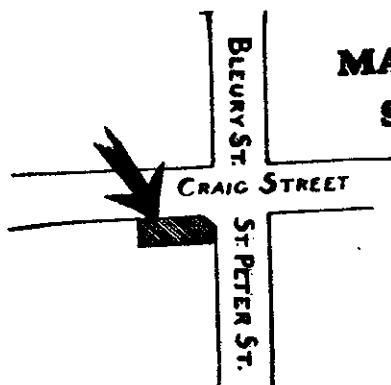
Orthophonic Victrolas
and
Latest Electric Radio Sets
Sold on WEEKLY PAYMENTS

Ample Accommodation of Gramophone Booths
To HEAR VICTOR RECORDS

Gramophones and Radio Sets Repaired

Storage Batteries
Called for Charged and Delivered

Complete stock of Radio Accessories
Ask For Our Price List



**MAIN RADIO & AUDIO
SUPPLIES LIMITED**

Cor. St. Peter and Craig Streets

MONTREAL

Lancaster 9868

Hector McPherson Mgr. Dir.

man's equipment, in addition to his tool kit, if he is to be really successful. They are in the order in which they are brought to the attention of the customer:

1. Punctuality.
2. Personal appearance.
3. Manner and Bearing.
4. Intelligence.
5. Knowledge of subject (Technical)
6. Ability.

The habit of being there at the appointed hour is one which if developed will save the service man and his firm from many unpleasant experiences and will avoid many complaints.

No service man can hope to thoroughly satisfy a customer whose respect he cannot gain and no one can deny that personal appearance goes a long way toward determining the amount of respect which one can command.

First impressions are often lasting impressions and it is, therefore, very important that a good impression be created else many opportunities for future sales and service may be lost. Courtesy, poise and a certain amount of self confidence are necessary if the service man is to sell himself which is his first big task, and upon which his success so largely depends.

Frequently the actual installation or repair of a radio set is only one detail of the service call. The service man may find an angry or unreasonable customer who at the same time may be a potential friend. This is often the case and the service man is at once placed in the role of diplomat or salesman. Intelligence, which enables him to make the best of any situation, is a prime requisite to the good service man.

Of course all of these assets avail little, if the service man does not have a thorough knowledge of radio. "Bluff" will sometimes work, but not always - and who wants to be a "bluffer". One cannot thrive on bluffing. The service man must know the fundamentals of electricity and be thoroughly familiar with the equipment which he services.

In addition to knowing the equipment the service man must have the ability to handle tools and perform the actual repair work without causing his customer inconvenience or concern. He should leave the customer's premises in the same condition in which he found them and always conduct himself in a manner worthy of his customer's confidence and good will.

Do to others as you would have others do to you. What would you think of your plumber if he tried to sell you the idea that the water pipes in your house should be removed and new piping installed when the trouble was only, perhaps, a leak in one joint? Or if the carpenter told you that you needed a new roof simply because a leak or two developed during a very hard rain? You would think you were being sold. By the same token the radio dealer should be fair to his customers. The service man should not recommend new tubes, batteries, or other parts unless they are really required.

The true value of service can only be calculated by taking into consideration the value of the friendship and good will which it creates. It is well then to develop those things which do more than anything else to create friendship - the "Ethics of Service".

Be on the Job: I saw the following in "Hits and Bits". Every word of it is all to true.

"Why do some people report for work at ten after eight instead of eight? Why do some people run to catch the same street car every morning instead of being one minute early? Habit? No, we would'nt say so. It is just the lack of a little will-power to arise a few minutes earlier. Those few extra minutes in bed mean nothing, as far as life is concerned, but they do mean a lot in keeping one in a RUT. And when a person ignores that little voice, calling attention to those little things which mean so much toward advancement, he is just digging himself in, instead of out. Just like an automobile in soft mud without chains - every turn of the wheels digs in. A rut is just as deep as a man digs it - and the sooner he begins digging out, the sooner he will be on his way down the road to success".

OUTSIDE SELLING

There are about 26,000,000 families in the United States. Nearly 20,000,000 of these families are prospects for a radio set. More than 19,000,000 of them already have automobiles, yet only a little over 8,000,000 own radio sets today. These few basic facts show the tremendous sales possibility for radio. The market has hardly been touched. The ones who already have radio sets bought them without any sales effort whatever on the part of the dealer. There is a wonderful field for the salesman who is willing to do some door bell ringing for many families in each community are waiting for someone to tell them about radio and explain how to buy one. Some people are indifferent when it comes to buying other than absolute necessities such as food, clothing, etc. They have to be shown. Make it easy for them by calling on them with a set ready to install and demonstrate.

The following points will prove helpful to the salesmen who call on prospects:

1. Dress well and use good language. Sell yourself first.
2. When calling step back from the door after you ring - don't crowd in.
3. Remove your hat politely and appear as if you expected to be invited in - do not attempt to give your story on the door-step.
4. Greet the prospect by using his or her name, then quickly give your own name and the name of your company.
5. Greet the children, too, if they come to the door - they frequently help in family decisions.

6. Try to see the husband, too, as well as the wife - this is important in the sale of a radio set, in fact he is apt to make the final decision.
7. Selling is still, after all, Selling. Despite the countless mail order ads that speak of the New Selling Psychology, selling still remains a human activity involving common sense. Do not practice so-called selling methods on anyone. Be yourself.
8. Show an interest in incidents or remarks made by prospects that may not have any bearing on your mission but that seem of the greatest interest to him or her.
9. Remember that eye appeal is four times stronger than ear appeal - therefore look right yourself and always have available interesting material or pictures that you can show to the prospect.
10. Mention the name of a fellow townsman or friend of the prospect that has bought a radio from you.
11. Show testimonial letters from satisfied customers.
12. Bring out the Social Value of owning a radio set - how it is one of the show places of the home.
13. A social leader has a Radio. Use the names of prominent local people who have one - their endorsement counts.
14. Watch the prospect at all times for ideas which arouse him - the "follow up hard" on that subject.
15. Try to close the sale when the prospect seems convinced - do not talk yourself out of the sale.
16. Enthusiasm makes sales. You must supply most of it, as the prospect will always be less enthusiastic than you are.
17. If the prospect appears to be on the point of refusing to buy, it is much better to make an appointment to see him later. When a prospect has once definitely said "No" it is usually difficult to secure another interview.
18. Never knock a competitive radio set. Remember that knocking is a game that can be played by both sides and seldom does anybody win. Tell your story well and do not become involved in arguments about other makes. You may not be familiar with other sets but you do know the proved quality of the type of radios that you sell. Stick to your story.
19. Be polite. Remember that the prospect is actually conferring a favor upon you by allowing you to take up his or her time.

20. Answer all objections politely and carefully, for remember that objections are usually requests for information. Objections serve to correct wrong ideas. They are valuable because they show you what is going on in the prospect's mind.

EXAMINATION - LESSON 49

1. A radio service man is a specialized mechanic. Why, then, should he possess certain attributes other than a knowledge of how to repair sets?
2. What are some of the Characteristics of a successful salesman?
3. What is your understanding of the reasons for advertising?
4. If you were trying to sell a piece of merchandise would you condemn your competitor's goods? Why?
5. If you were called upon to repair a radio located two or three blocks from your store and the only trouble was a loose battery connection, how much would you charge the owner of the set?
6. What are the most important characteristics a dealer or service man should possess?
7. Where should a radio store be located?
8. If you could secure a dealer discount of fifty percent on a more or less unknown line of apparatus, and perhaps thirty percent on a nationally known and proven line, which would you attempt to sell?
9. If you were a dealer what would you do about extending credit?
10. (a) Have you ever done any kind of selling? (b) Were you successful?
(c) Do you like this type of lesson?